

CLAIMS

What is claimed is:

1. A method for processing a short message service (SMS) message comprising
5 embedding a value-added directive in the SMS message by the originator
of the SMS message, the directive being indicative of a value-added service requested by
the originator, and

implementing the value-added service based upon the directive.

10 2. The method as recited in claim 1 wherein the implementing includes
generating a value-added message based upon the requested value-added service.

15 3. The method as recited in claim 1 further including recording information about
the value-added service.

4. The method as recited in claim 1 wherein the SMS message includes a
destination and the implementing includes modifying the SMS message in accordance
with the value-added service and then sending the modified SMS message to the
destination.

20 5. The method as recited in claim 1 wherein the originator is identified by a
member identifier, the directive associates the member identifier with information about
the member stored in a database, and the implementing includes substituting information

about the member into the SMS message based upon the directive and with reference to the database.

6. The method as recited in claim 1 wherein the directive relates to a
5 teleconference and includes telephone numbers or member identifiers of participants and the implementing includes initiating a teleconference call to each of the participants.

7. A method for processing a short message service (SMS) message comprising
embedding a value-added directive in the SMS message by the originator
↳ 10 of the SMS message, the directive being indicative of a value-added service requested by the originator,
processing the directive, and
implementing the value-added service based upon the processed directive
in the SMS message.
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8. The method as recited in claim 7 wherein the processing includes extracting
the directive from the SMS message and converting the directive into a format suitable
for efficient processing.

20 9. The method as recited in claim 7 further including recording information about
the value-added service.

10. The method as recited in claim 7 wherein the SMS message includes a destination and the implementing includes modifying the SMS message in accordance with the value-added service and then sending the modified SMS message to the destination.

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11. The method as recited in claim 7 wherein the originator is identified by a member identifier, the directive associates the member identifier with information about the member stored in a database, and the implementing includes substituting information about the member into the SMS message based upon the directive and with reference to
10 the database.

12. The method as recited in claim 7 wherein the directive relates to a teleconference and includes telephone numbers or member identifiers of participants and the implementing includes initiating a teleconference call to each of the participants.
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13. The method as recited in claim 7 wherein the directive is a tele-message and includes information relating to a destination and an appointed time of the tele-message and the implementing includes sending the tele-message to the destination at the appointed time.
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13. A method for establishing a teleconference via a short message service (SMS) message comprising

embedding a teleconference directive in the SMS message by the initiator
of the teleconference, and
implementing the teleconference based upon the teleconference directive.

5 14. A system for processing a short message service (SMS) message comprising
 means for embedding a value-added directive in the SMS message by the
originator of the SMS message, the directive being indicative of a value-added service
requested by the originator, and
 means for implementing the value-added service based upon the directive.

10 15. A system for delivering a short message service (SMS) message transmitted
over a channel and having an embedded value-added directive, the system comprising
 an input gateway for detecting the SMS message on the channel,
 a format converter, responsive to the gateway, for extracting the directive
15 and for re-formatting the directive,
 a processor, responsive to the format converter, for performing specialized
value-added data processing functions to modify the SMS message based upon the value-
added directive, and
 an output gateway, responsive to the SMS processor, for reconverting the
20 modified SMS message to a form suitable for delivery and for transmitting the modified
SMS message onto the channel.

16. The system as recited in claim 15 wherein the processor includes a SMS processor for adding routing information to the SMS message.
17. The system as recited in claim 15 wherein the processor includes a memory for recording information about the value-added data processing functions performed.
18. A system for initiating a teleconference via a short message service (SMS) message comprising
 - means for embedding a teleconference directive in the SMS message by
 - the initiator of the teleconference, and
 - a teleconference bridge for establishing the teleconference based upon information in the teleconference directive.

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